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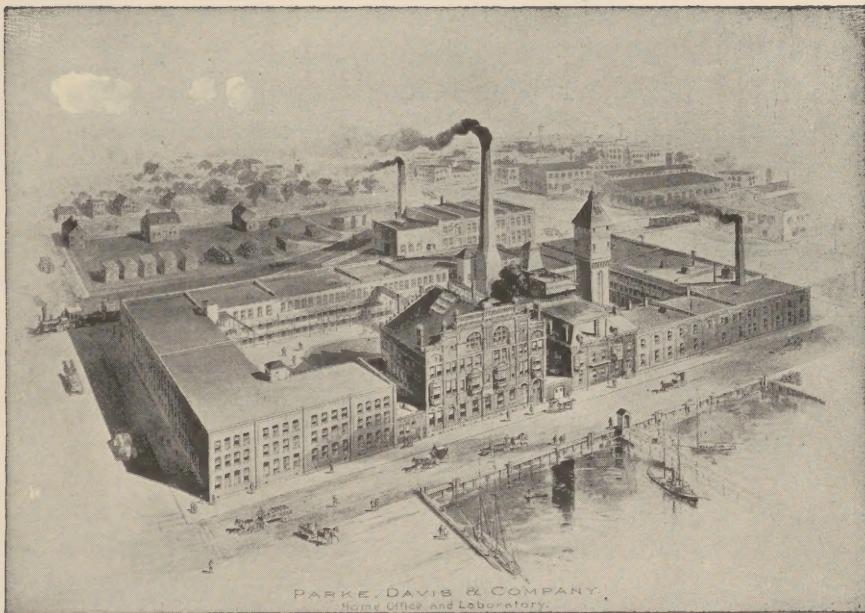
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Our apology for this presentation of our views on
"Progressive Pharmacy," as well as some views of our
laboratory, is a desire to enable visiting members of the
American Medical Association to better preserve their im-
pressions, and to transmit them with a greater degree of
realism to their friends and confreres who have not found
opportunity to inspect our establishment for themselves.

PARKE, DAVIS & CO.

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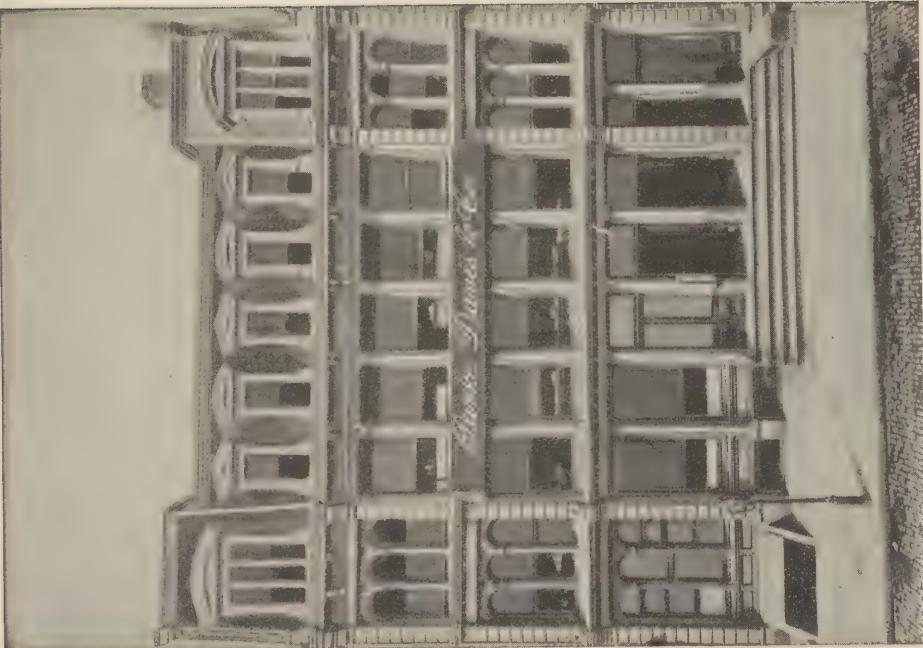


PARKE, DAVIS & COMPANY.
Home Office and Laboratory.

Parke, Davis & Co.—Home Office and Laboratories, Detroit, Mich., U. S. A.

THE Nineteenth Century has witnessed prodigious strides in pharmacy, which from a mere trade or shopkeeping has risen to a scientific profession, becoming in truth the hand-maid of medicine; and that the two must henceforth go hand in hand, hourly manifesting greater and more complete inter-dependence, is already most patent.

Scarcely a hundred years since, Therapeutics consisted chiefly in the empirical employment of crude herbs and drugs, prepared for immediate administration in an equally crude and empirical way. The public was educated to believe activity was manifested in proportion to nauseousness, while palatable medication must necessarily be inefficient. The ill and convalescent were compelled, literally, to swallow gallons of repulsive stews and decoctions, the chief merit of which lay in the abundance of water that flooded and washed out the emunctories and excretaries. There was no definite strength to drugs, and no means of judging their physiological properties or therapeutic content, save by a routine system of prolonged watching and guesswork which, as often as otherwise, perhaps, returned fallacious results, from which were drawn equally fallacious pre-



Panke, Davis & Co.—Branch House, New York City, N. Y., U. S. A.
90, 92, 94 Maiden Lane

FROM PHOTOGRAPHS.



Parke, Davis & Co.—Branch House, Kansas City, Mo., U. S. A.

FROM PHOTOGRAPH

ises. No wonder then that Homœopathy, even though in its earliest hour embodying practical therapeutic nihilism, speedily found favor; and further, it must be granted it has done no less good service in modifying medicine, until at present it is a *sine qua non* to cater to the stomach and palate, which are recognized as indicating in some measure susceptibility, absorbability, assimilation, etc.

Oil of brick, *oleum vitelus ovi*, powdered *album Græcum*, oyster shells, *Cimex lectularius*, vipers' tongues, *unguentum ranæ ovarum*, etc., were fair specimens of the non-vegetable preparations of the eighteenth century, and "black draught" and "hiera picra" held chief place in the household as well as physician's armamentarium. Blood-letting alone could be relied upon for the relief of acute general congestion, while the more chronic and local forms were supposed to be ameliorated by leeches, cups, blisters, setons and, last but not least, the moxa. Anæsthetics were undreamed of, and brandy and laudanum were the sole surgical palliatives.

The pharmacist oftentimes was not even a chemist—perhaps eked out



Parke, Davis & Co.—Canadian Laboratory, Walkerville, Ont.

FROM PHOTOGRAPH.



Gelatine Capsule Works.

FROM PHOTOGRAPH.

his small income by poaching in a modest way on the preserves of his medical brother. He was devoted to experiments in polypharmacy, which alone seemed to offer opportunity for advancement and discovery; like the numerous pellets from the fowling-piece, it was hoped one might find the mark—yet in such case it was hardly worth trouble to discover the individual agent, since the more numerous the ingredients the more impressive the office of the dispenser.

Every druggist manufactured his own pharmaceuticals, if work over a steaming pot or cauldron, or pestle-and-mortar gymnastics, can be so termed; and the practitioner, too, was often compelled to interlard his professional duties with recreations of like character. The “Phineas Cophagus” of Marryatt, and “John Pendennis” of Thackeray, are not mere caricatures, but actual pen portraits; and the researches of “Timothy Oldmixon” and “Japhet” into the contents of various bottles and jars, were in exact line with the science of the hour. The druggist nevertheless aimed to be a scientific individual, and delighted in the title of “Chemist” displayed on his shop-windows or over the door; but the fastigium of his science was reached when he had artistically tied a mystically-folded label



Annex No. 1, Detroit, Carpenter and Machine Shop, Glass Storage, etc.

FROM PHOTOGRAPH



Reception Room.

FROM PHOTOGRAPH

to the neck of the phial, and inscribed thereon in a mysterious way certain cabalistic characters, after duly coloring the potion pink, green, or blue. Drugs were powdered solely by pestle and mortar in the hands of an inexperienced assistant whose office was a combination also of porter, charwoman and errand-boy; and fineness was secured with the aid of a sieve. The strength of a drug, its characters, its seasons of gathering, its value as represented by time of inflorescence and senility, cleanliness and mildew, deterioration by contact with dust and air, or through stem admixture, by heat and cold, damp and moisture, cut very little figure. The sole measure of therapeutic activity was so many grains or ounces to a given quantity of water, and so many hours of simmering and boiling. Even half a century later, the old-fashioned uncoated anti-bilious bolus, of all sizes and shapes, made by the thousand, answered all purposes; and opium, calomel, ipecac, jalap, squills, antimony, aloes, and "bark," were the staples in prescriptions. Even when the tincture came into vogue it was considered a wonderful advance—one that could never by any possibility be improved upon.

Compare the foregoing with modern pharmacy and its scientific collection and examination of drugs—its dignified, intelligent manufacture



Office of the President.

FROM PHOTOGRAPH.



Office of the General Manager.

FROM PHOTOGRAPH.

thereof in strict consonance with the needs of the physician; the old pharmacist's decoctions, infusions, muddy tinctures and uncoated pills, with modern fluid extracts, elegantly coated pellets, tasteless tablets and capsules, clear and concentrated tinctures, and fine chemicals generally. He who depends upon "squill and tartar emetic," "salts and senna," to-day finds his occupation gone, for the modern therapeutist demands products that tax the skill and delicate manipulation of the most accomplished pharmacist and chemist.

Consider the fluid extract or solid extract, either of which is exhausted by alcohol from the crude drug *in vacuo*, the spirit in part recovered, and a product yielded almost uniform in character, and measured by the value of the crude drug in its gathering and by a strict scrutiny of its botanical characteristics and relations, including place of growth and topography of surroundings; likewise the elegant Normal Liquids which represent an absolute remedial factor, always of exactly the same therapeutical and pharmacal value, thanks to the discovery of certain definite chemical constituents. Compare the ancient bolus-like pill, uncoated, made with bread and treacle at the bedside, with the elegant



Section of Main Office.

FROM PHOTOGRAPH.



Section of Main Office.

FROM PHOTOGRAPH.

modern spherule, its unsightliness and nauseousness veiled by a thin coating of gelatin or even more palatable sugar. To-day scores of drugs, if manufactured truly and honestly, represent always a uniform product, thanks to the knowledge that has accrued of the relations of vegetable extract, alkaloids, glucosides, etc. Formerly powders were given by the tablespoonful, mixed in the way most convenient, retaining all their nauseousness in taste and odor; at present they are administered in the convenient and elegant gelatin capsule. A still more wonderful discovery is the semi-elastic form of the latter which enables the patient to swallow material of the bulk of the old-fashioned bolus, with as little discomfort as he ingests the luscious bivalve.

What has wrought the change; and who has been most instrumental in thus forwarding the best interests of the general practitioner? Is it not, in a large measure at least, due to the energy of the pains-taking, scientific, manufacturing pharmacist, with his object-lessons of elegant and effective preparations? Truly it is only by combining skill and capital whereby is permitted the handling of enormous quantities of crude material at an economical rate, along with a corps of trained scientists—physicians, chemists, botanists and pharmacists—that such is possible!



Library and Herbarium.

FROM PHOTOGRAPH.



Office of Publication-Department.

FROM PHOTOGRAPH

To obtain 'absolute uniformity in products, it is indispensable such shall be put on the market from the same hands in considerable quantities. It is likewise essential their manufacture shall be carefully and critically supervised from the time of gathering until in the hands of the physician in their most elaborate condition. To secure all this is the true province of the scientific manufacturing pharmacist.

It is recognized, moreover, at the present day, that the work of the general pharmacist is less that of a manufacturer, than of a purveyor of products demanded by the medical profession; and his art therefore is a specialty by itself. This very fact, within a decade has brought into disrepute the practice of physicians and pharmacists poaching upon each other's preserves. General pharmacy and manufacturing pharmacy each demands an education peculiar to itself. The latter cannot be obtained by mere counter and dispensing experience, by book-lore, or other method than a combination of the two with the highest principles of chemical and mechanical art. Further, as the preparation of medicines must ever be subsidiary to their application to the cure of disease, it necessarily follows that manufacturing pharmacy must find its true advancement as a science,



Section of Printing-Department

FROM PHOTOGRAPH.



Western Section of Court.

FROM PHOTOGRAPH

not in direct service to an unenlightened and unappreciative public, but in fulfilling the demands of progressive and scientific therapeutics; it is, therefore, apparent it should be regarded as a part of medical science, and its practice in a degree a medical specialty. The relations between manufacturing pharmacists and physicians are mutually reciprocal, not antagonistic; and it follows that the greatest possible harmony should prevail between them. The reliable manufacturer offers the products of every clime; he sends trusted and skilled employés the world over seeking treasures in flora and fauna with which to enrich the armamentarium of the practitioner. In a thorough scientific manner, he looks forward to assisting in the perpetuation of a series of valuable agents; he has found substitutes for exhausted remedies; he has stimulated botanical research and scientific study in various broad and useful ways. True all this is with an eye to profit, but many things are done and countless experiments performed that offer no recompense save experience, the consciousness of well-doing, and the privilege of contributing to the resources of knowledge, including the relief of those ills to which all humanity is heir.

Manufacturing pharmacy likewise is not without a benign influence on



Eastern Section of Court, showing Water Tower.

FROM PHOTOGRAPH.



Court from Extreme Western Veranda, Looking East.

FROM PHOTOGRAPH.

the laity. It has taught that earnest and sufficient knowledge of certain principles is essential to their protection; and that it, in conjunction with the medical profession, unselfishly strives toward the prevention of human suffering, and to that end gives freely of its stores of knowledge.

It stands to reason then, that honorable physicians can have no issue with legitimate, scientific, progressive pharmacy, manufacturing or general—all pharmacists are manufacturers in some degree. Medicine and pharmacy occupy a mutual relation in reference to the public, and alike are to be regarded from a higher plane than that of vocation merely. Both deal with life and health; consequently both meet on the common ground of humanity.

* * *

There are few things a reputable practitioner will not forgive more readily than a violation of those laws of moral and professional rectitude embodied in his Code of Ethics—a Code that is calculated to serve as a bulwark against superstition and all forms of charlatanism. The modern pharmacist, consequently, must depend for his standing upon his respect for moral ethics as laid down by his medical brother; and it has been with



Analytical-Department.

FROM PHOTOGRAPH.



Section of Experimental-Department.

FROM PHOTOGRAPH.

this aim that Parke, Davis & Co. have always strictly adhered to those principles of rectitude and equity that are common to both professions. They too, early found it necessary to formulate a Code for their own guidance as well as for the full understanding of their relations by their patrons, which may be summarized briefly as follows:

1. The manufacturing pharmacist needs and values the respect of the medical profession, and should therefore study to conform to those principles of ethics which affect the production and marketing of medicinal preparations:
2. He should strive to maintain the highest standard of quality and excellence, which is rendered possible owing to facilities now afforded for securing drugs; likewise in manufacture should be employed only the best and latest machinery, and the highest skill attainable:
3. Whenever permissible, the strength of every preparation should be determined by repeated assays, beginning with the purchase of the crude material and ending only with the finished product:
4. It is un-ethical and dishonest to market any form of nostrum, or preparation protected by copyright, patent or trade-mark. Since medical men cannot fulfill the higher purposes of their calling except by full knowledge of the agents employed, all manufactures and formulae should be open to the inspection of pharmacists and physicians:



Section of Crude Drug-Department—Storage Rooms.

FROM PHOTOGRAPH.



Section of Milling-Department.

FROM PHOTOGRAPH.

5. It is highly improper to label or advertise products in any way that can possibly encourage or admit of their employment by the laity without medical advice; that any product or any mode of manufacture shall not be lost to science, it is demanded every preparation shall have a name admitting of definite place in scientific nomenclature, and its formula made free to all the world in such manner that anyone competent may readily prepare the same:

6. The manufacturing chemist should ever lend his superior resources to the advancement of both medical and pharmaceutical science; he should not act from selfish or pecuniary motives solely, but keep in view the general well-being of humanity and, tending to this end, the continued progress of medical and pharmacal science.

The spirit and intent of the Code of Ethics of the medical profession is clear and pointed. It is, however, perhaps honored oftener in the breach than in the observance. The experience of physicians and pharmacists generally, confirms the truth of the oft-made assertion that there are at present more remedies prescribed and dispensed of which the medical man is ignorant as to content, and to which the Code takes exception, than those known and that meet ethical requirements. The physician's Code declares:

“It is derogatory to professional character to hold a patent on any surgical instrument or medicine, or to dispense a secret nostrum, whether it



Section of Fluid Extract-Department, showing Hydraulic Presses on the Left.

FROx PHOTOGRAPH



Section of Fluid Extract-Department—Storage Room.

FROM PHOTOGRAPH

be the composition or exclusive property of himself or others; for if such nostrum be of real efficacy, any concealment regarding it is inconsistent with beneficent and professional liberality, and if mystery alone gives it value, such craft implies either disgraceful ignorance or fraudulent avarice. It is also reprehensible in physicians to give certificates attesting the efficacy of patented or secret medicines, or in any way to promote their use."

The legitimate conclusion to be drawn then is: The physician should make a distinction between those manufacturers who produce only legitimate remedies, and those who, while pretending to serve the interests of the medical profession, at the same time are robbing the latter of rightful patronage by making and selling proprietary preparations which find their way directly to the consumer. Who, then, is most worthy of confidence? He who deals with legitimate remedies only, or he who manufactures nostrums?—Which is it to the physician's interest to patronize? The law of ethics and self-interest alike urge him to take steps for his own protection; and certain it is, that concerted action on the part of medical men and honest manufacturers, would do more than all else to stamp out the present rage for nostrums and proprietary remedies, thus advancing the best inter-



Section of Solid Extract-Department—Still and Evaporating Room.

FROM PHOTOGRAPH.

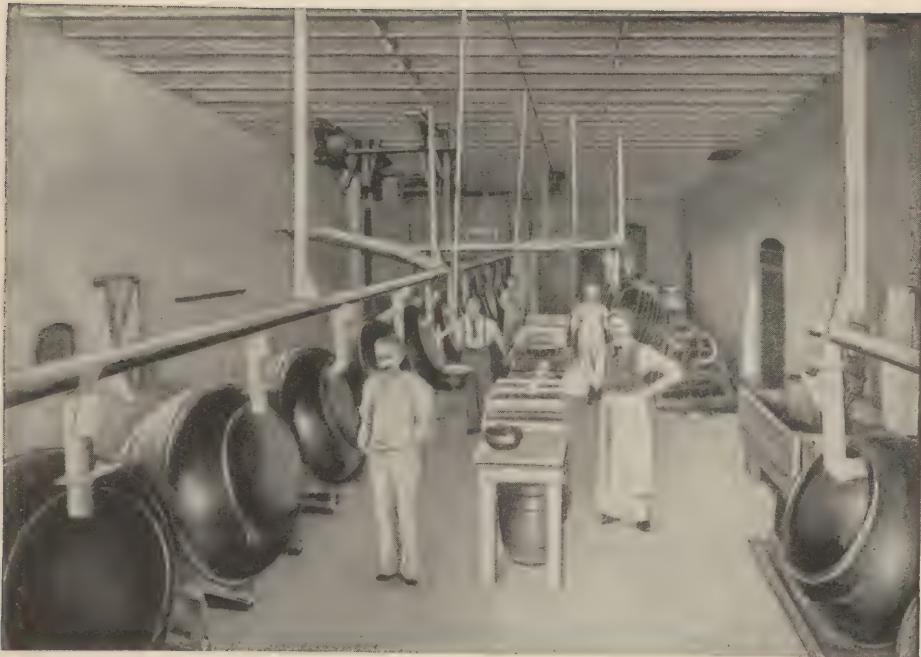


Section of Pill-Department—Rolling of Pills.

FROM PHOTOGRAPH.

ests of medicine and pharmacy, at the same time pecuniarily benefiting the prescriber.

Again, proprietorship in pharmaceutical compounds tends towards misrepresentation or deceit on the part of the proprietors by concealment of the actual content thereof. Unlimited protection means simply unlimited monopoly and extortion. Competition, on the contrary, tends toward the improvement of articles of manufacture, and inhibits extortion; its absence lends to the owner of the trade-mark an opportunity to make his nostrum in consonance with the best interests of his pocket-book, while at the same time he laughs in his sleeve over the printed formula that purports to give its ingredients and mode of composition; it is notorious that it is impossible for the most scientific pharmacist to produce the same preparation from the published formula. Further, these preparations are not a product of scientific pharmacy, since trade-marked remedies are chiefly put out by patent medicine houses or individuals possessed of little practical scientific experience, who yet assume the title of manufacturing chemists, and claim protection for nostrums under the plea of invention—that they have rendered medical and pharmaceutical science service warranting this protec-



Section of Pill-Department—Sugar-Coating Room.

FROM PHOTOGRAPH.



Section of Pill-Department—Gelatin-Coating Room.

FROM PHOTOGRAPH

tion! The situation, in fact, looked upon from a legal standpoint, discloses that manufacturers of proprietary nostrums seek government protection under a false claim, at the same time imposing upon the medical profession with pretended new discoveries—thus securing to themselves an absolute control of articles for which are asked exorbitant prices, to the general detriment of science as well as the public.

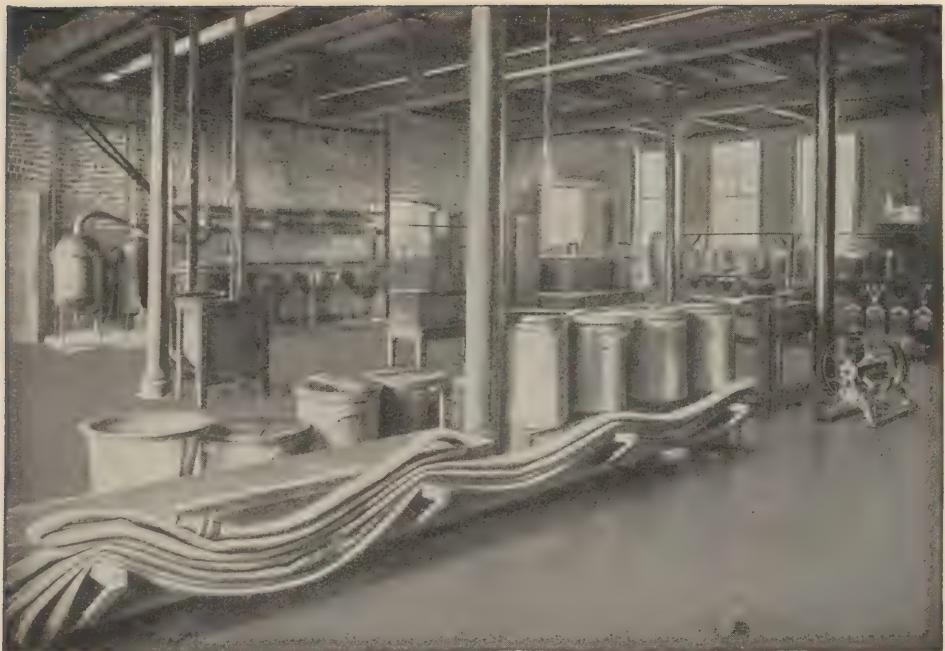
It will scarcely be denied that physicians, in general, could increase their income by advertising, yet no reputable practitioner would so far debase his self-respect as to seek this more ready road to wealth.

* * *

Having discoursed thus far in a general way, permit us also to say a few words regarding ourselves as a Firm, including our manufactures, system, modes of preparation, etc., which are herewith outlined in brief:

MATERIAL.

We purchase crude material in the localities where grown and collected. With a large importing drug house in New York, and an agent at every



Section of Elixir-Department.

FROM PHOTOGRAPH



Section of Lozenge- & Tablet-Department.

FROM PHOTOGRAPH

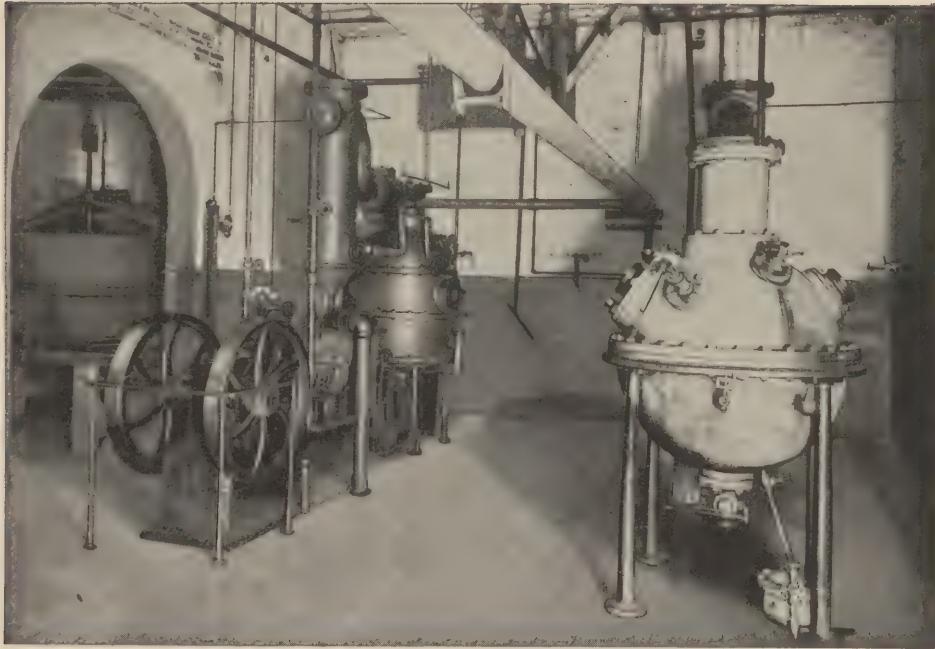
central point throughout the world, we are able to secure supplies, not only with all the advantages possessed by any competitor, but oftentimes with superior opportunities in collection as regards time of gathering, energy of drug, etc.

QUALITY.

Material contracted for is at once examined as to general physical qualities. Later it undergoes repeated and careful microscopical and chemical assays, to determine its real remedial value. On such bases alone are purchases made, or drugs admitted to manufacture, consequently we are thoroughly assured beforehand of their quality.

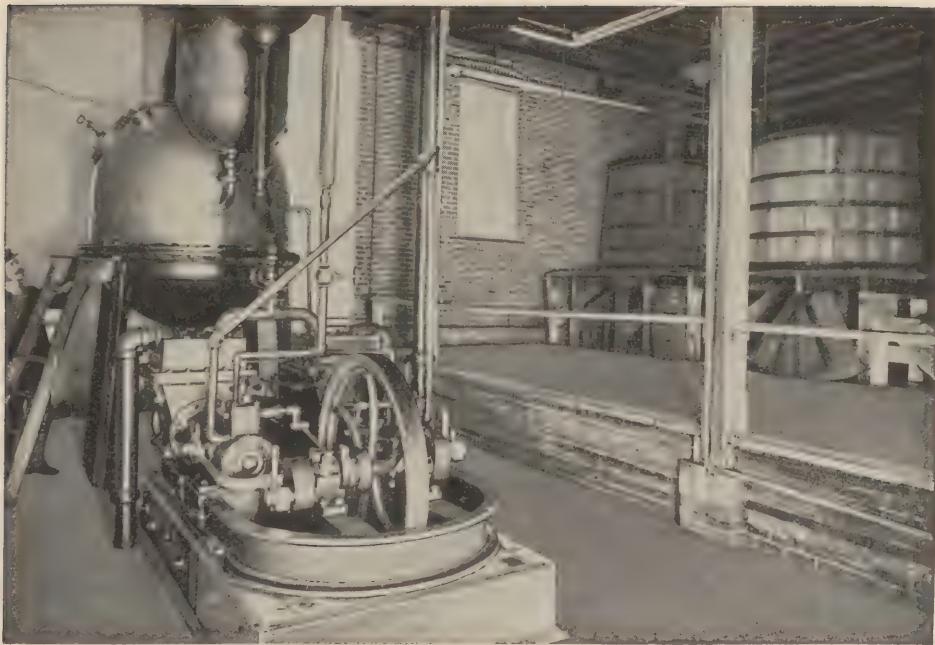
CHARACTER AND PRODUCTS.

In order to secure perfect products, always of uniform character, we have established a check system, whereby the whole history of any and all such products may at any moment be determined. Under such restrictions and control, it is evident it is next to impossible to issue an unsatisfactory preparation, or for a mistake to occur. This process of control is followed with reference to every product.



Section of Food Product- and Solid Extract-Department—Vacuum Pan Room.

FROM PHOTOGRAPH.



Section of Malt- & Digestive Ferment-Department—Vacuum Pan.

FROM PHOTOGRAPH.

DISCIPLINE.

Further, the manufacture is conducted by departments, each in charge of a skilled chemist and pharmacist, possessed, moreover, of special training; and in order that the system of discipline may be more perfect, ere any individual assumes exclusive direction, he is required to obtain thorough technical and working knowledge of the processes of other departments, in order to fully appreciate their relationship to his own. This system renders the various departments in a measure inter-dependent and at the same time harmonious.

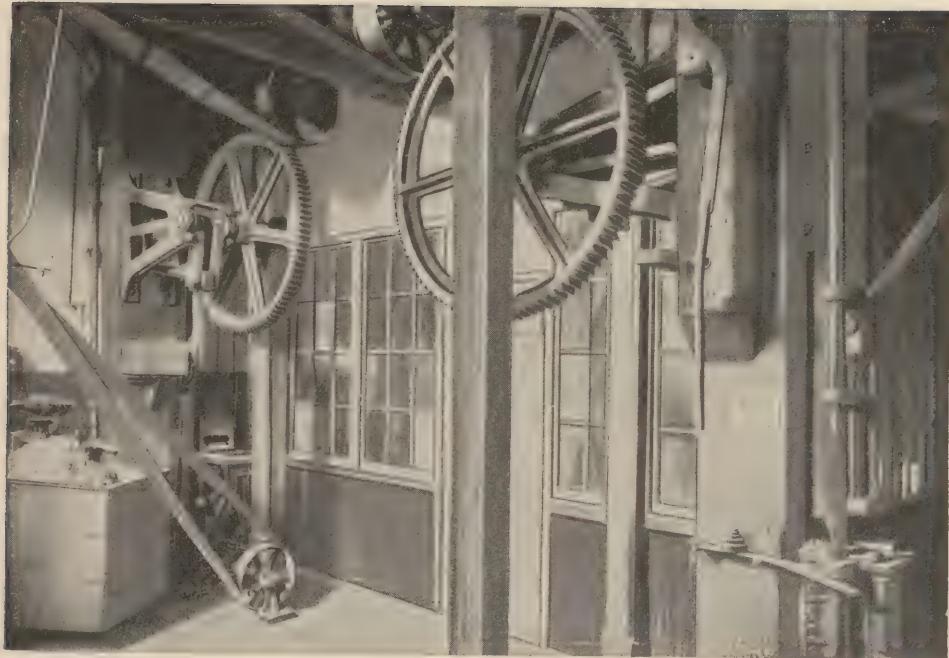
STANDARDS.

Our processes always are those laid down by the United States Pharmacopœia, except in so far as it may, from time to time, be found advisable to modify in the interests of improvement. Unfortunately, the Pharmacopœia is revised only once each decade, and during the intervals there are always numerous discoveries that, necessarily, must be embodied in the interests of progressive and scientific therapeutics. Of such class are our Normal Liquids, our Extracts, etc., prepared by strict assay to meet a stated standard, consequently unvarying in quality and strength.



Section of Distilling-Department.—Recovering of Alcohol.

FROM PHOTOGRAPH



Section of Pressed Herb-Department.

FROM PHOTOGRAPH.

APPARATUS AND APPLIANCES.

We are constantly adding new and improved processes in the interests of progress. Anything deemed an advantage, from either a scientific or manufacturing standpoint, is at once seized upon, for we have amply proved the value of the old motto, "The best is the cheapest." In handling vast quantities of material, as we are required to do, expense in machinery and apparatus becomes a secondary factor—one entirely subsidiary to the interests of perfection and elegance.

SCIENTIFIC STAFF.

In connection with all this, we are compelled to constantly employ a large corps of skilled professional scientists—botanists, microscopists, chemists, physicians, etc.—who are constantly engaged in researches in therapeutics, and in studying the physiological application of remedies.

LIBRARY.

In consequence, also, we are obliged to maintain a large scientific reference Library, numbering hundreds of volumes. Likewise, we have established a system of exchange, whereby are received copies of all medical periodical literature of the world.



Sorting, Counting and Storage of Labels.

FROM PHOTOGRAPH





Section of Finishing- or Bottling-Department.

FROM PHOTOGRAPH.

PURVEYORS OF INFORMATION.

Moreover, we are compelled to act as purveyors of general information in matters of pharmacological import; and we are always happy to render members of the medical profession any assistance or information within our power.

NEW AND ORIGINAL RESEARCHES.

On various occasions it has been found expedient to send expeditions to various parts of the world, including the West Indies, Brazil, Fiji Islands, Chili, etc., to examine local flora in the interests of therapeutical and pharmaceutical science; by this means, the *materia medica* has been enriched by numerous new drugs, such as Eucalyptus, Boldo, Coto, Chekan, Cascara, Quebracho, Jamaica Dogwood, Coca, Tonga, Pichi, Manaca, etc., etc., all of which are now considered indispensable.

ÆSTHETIC PHARMACY.

Among other experiments constantly being carried on by us, are those looking especially to elegance of preparation and palatability. In this respect it is conceded, we believe, that our House has no superiors, and very



Section of Shipping-Department—Packing Room.

FROM PHOTOGRAPH.



Section of Shipping-Department—Finished Stock Room.

FROM PHOTOGRAPH.

few peers. To attain such an end no expense is spared, and in consequence our machinery is the most elaborate; it often embodies special inventions, and is constructed in accordance with special needs. For this reason we are glad at all times to receive physicians at our Laboratory, and have them examine and criticise methods and processes; every department in our House is ever open to inspection and scrutiny in all details.

POLICY.

In conclusion, permit us to say it will scarcely be denied that, with our great advertising facilities, we could successfully market trademarked preparations, and moreover monopolize the same with as much or greater ease than any competitor; and the evidence afforded by the past, upholds the assertion we possess sufficient ability to originate an invention, equal, if not superior, to any in the market. It would be easy to demonstrate that with much less investment of capital, we could secure to ourselves a much larger income were we to adopt this system. We prefer, however, to conduct our business on an honorable, straightforward basis, with due reference to relations with the medical profession, and to connection with the science of pharmacy. Purveyors to both, we seek to



Boiler Room.

FROM PHOTOGRAPH.

purify the latter of abuses which have unwittingly crept in—abuses that for the most part arise from the indifference or ignorance with which ethical matters are regarded by the twin professions. For these reasons, we believe we are entitled to the cordial support of every candid, fair-minded medical man.

Park, Davis & Co.

JUL 9 1946

